



**Limited-Sources Justification**  
**NATIVE PROSPECTOR**  
**For**  
**U.S. Special Operations Command-Europe (SOCEUR) and**  
**Special Operations Command Africa (SOCAFRICA)**

**-ID03120089-**

Note: This document is prepared in accordance with the requirements of FAR 8.405-6(c) (2). This acquisition will be conducted under the authority of the Multiple Award Schedule Program.

**(c)(2)(i) Requiring Agency and Contracting Agency.**

The requiring activity is the United States European Command, Headquarters (HQ USEUCOM), Special Operations, Geb. 2302, Patch Barracks, 70569 Stuttgart, Germany.

The contracting activity is GSA/FAS, Mid-Atlantic Region, Philadelphia, PA 19107.

This document is hereby identified as a Limited Source Justification.

**(c)(2)(ii) Nature/Description of Action.**

This is a sole source action to place a seven-month bridge order with three one-month options as a follow-on to two existing task orders, which expire on 9/22/2012 and 9/20/2012, respectively. The current task orders were awarded and administered by the SOCOM Inter-agency Task Force (IATF) support. The option periods are necessary to protect the SOCAFRICA and SOCEUR from uncertainties in the acquisition process and, if necessary, to provide for a transition period from this bridge to the competitively awarded acquisition.

Currently, under the Native Prospector program — a concept that Navanti Group, LLC developed — Navanti is providing highly specialized services such as their native research network and a proprietary software platform called OpenSEAS.

Currently, there are two task orders providing similar support, one for SOCAFRICA and one for SOCEUR, both under contract H92222-10-D-0018 which was awarded by SOCOM Inter-agency Task Force (IATF) support. The SOCAFRICA task order is H92222-10-D-0018 Task Order 003 with a period of performance of September 23, 2011 to September 22, 2012. The total amount is \$3,494,428.94. The SOCEUR task order is H92222-10-D-0018 Task Order 004 with a period of performance of September 21, 2011 to September 20, 2012. The total amount of that task is \$769,005.00. The prime contractor under both task orders is Jacobs Technology, Inc and the subcontractor is Navanti Group, LLC.

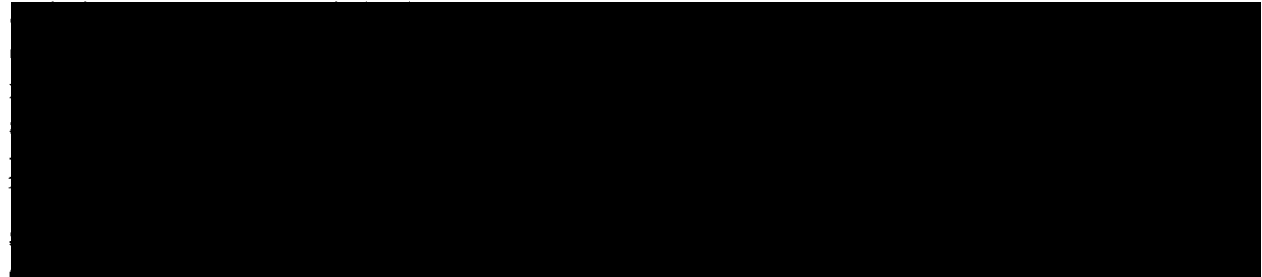
A sole source bridge task order with Navanti Group, LLC is necessary to continue support while GSA FAS re-competes the requirement. A seven-month bridge task order with three one-month



options is anticipated to be put in place under Navanti Group, LLC's GSA Advertising & Integrated Marketing Solutions (AIMS) - Schedule 541, GS-07F-0412Y from the current end date of 9/21/2012 of an existing task order (H92222-10-D-0018 Task Order 004) through 4/20/2013. This bridge order is necessary to prevent a break-in-service for SOCAFRICA and SOCEUR's need for continued marketing services support and to allow sufficient time to smoothly compete for a follow-on order.

**(c)(2)(iii) Description of Services.**

This task order will continue to provide U.S. Special Operations Command-Europe with target audience analysis and market research in support of J39 communications and engagement. Activities under this contract will support J3 strategic communications and information operations to engage local populations and counter nefarious influences within AFRICOM and EUCOM area of responsibility (AOR) and which may be emanating from United States Central Command (CENTCOM), or other AORs. The contractor shall provide research, assessments,



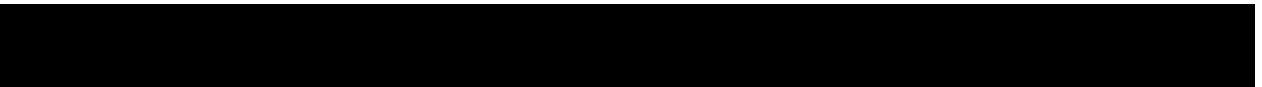
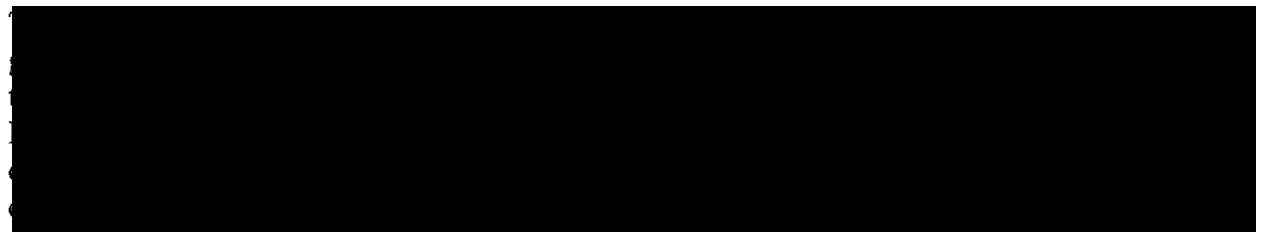
conducted through this contracted activity.

This contracted activity will be for Native Prospector research and analysis in the following SOCAFRICA AORs:

North Africa: Focusing on al-Qa'ida & affiliates in Libya, with additional / cursory coverage of AQ in Tunisia

West Africa: Focusing on al-Qa'ida & affiliates in northern Mali and Northern Nigeria

East Africa: Focusing on al-Qa'ida & affiliates in Somalia and Horn of Africa



**(c)(2)(iv) Justification Rationale.**

This acquisition is being conducted under the authority of the Multiple Award Schedule program. The statutory authority permitting other than full and open competition is Section 201

task orders. Navanti brings a combined capability that is essential to SOCEUR and SOCAFRICA fulfilling their mission-critical objectives; and their unique, innovative, and highly specialized blend of capabilities provides the actionable data and products the Government requires. This seven-month bridge task order with three one-month options is intended to be for a short duration to allow the agency to continue services without a break-in-service until a follow-on task order can be competitively awarded.

**(c)(2)(v) Determination of Best Value.**

The assigned GSA ITM will complete a technical evaluation on the contractor's technical submission. The assigned GSA Contracting Officer will complete the price evaluation. The GSA ITM will perform a technical evaluation to ensure that the labor mix and amount of hours quoted by the contractor are acceptable and commensurate with the work requirement of this task as well as ensuring that the contractor has adequately responded to all technical requirements. The GSA Contracting Officer will conduct a price analysis of the contractor's submitted prices for all labor and travel ensuring that there are no math errors or pricing caveats. Quoted labor rates will be checked to ensure that they are reflected in the contractor's current GSA Schedule contract. In addition, the Contracting Officer will check historical pricing on the previous task and compare the total task price with the task estimate.

In accordance with FAR Subpart 8.4, GSA has already determined the prices to be fair and reasonable since they are derived from and reflect the actual prices in the GSA Schedule. In addition, the Government will seek discounts in accordance with FAR 8.405-2 since the Government's estimate is over the maximum order threshold (MOT) of \$1,000,000.00. The Contracting Officer has determined that these combined efforts will result in the greatest overall benefit to the Government in response to the requirement, attaining the best value and fair and reasonable prices.

**(c)(2)(vi) Market Research.**

Market Research was conducted in accordance with FAR 10. A review of GSA Advantage and other sources of information for the required services showed that other firms can provide this type of service; however, as stated above, the expertise of this contractor will ensure that there is no lapse in the support requirements. A review of the technical scope of Navanti Group, LLC's GSA Advertising & Integrated Marketing Solutions (AIMS) - Schedule 541 contract showed that the contractor offers the required services under its GSA Schedule contract number GS-07F-0412Y. This research was conducted using GSA's Schedules E-library website and the contractor's web site. A five-year task order to this bridge task order will be competitively awarded.

**(c)(2)(vii) Other Factors.**

None.

**(c)(2)(viii) Actions to Remove or Overcome Any Barriers from Competition.**



of the Federal Property and Administrative Services Act of 1949 (40 U.S.C. 501), as implemented by FAR 8.405-6.

In accordance with FAR 8.405-6 (a) (1) (i) (B) - Only one source is capable of providing the supplies or services required at the level of quality required because the supplies or services are unique or highly specialized.

Native Prospector is a unique and innovative concept that Navanti has developed and provided to SOCAFRICA and SOCEUR for the past year. This program uses Navanti's proprietary

[REDACTED]

specialized nature of the work, the government would incur substantial duplication of cost and unacceptable delays in fulfilling this agency's requirements if Navanti were not awarded this sole source bridge task order. For another contractor to gain the functional and technical expertise to effectively perform necessary services would require a complete study of business process, policies and services in place presently before any work could proceed. Such a study would not benefit the Government in any way and would only result in unnecessary additional costs incurred. The cost in time and dollars to build a team of experts capable of providing services required in a short duration of time, would pale in comparison to potential savings resulting from a competitive acquisition.

[REDACTED]

The government would incur substantial duplication of cost that is not expected to be recovered through competition, erosion of mission critical capabilities, and unacceptable delays in fulfilling this agency's requirements, if Navanti were not awarded this sole source bridge task order. These

[REDACTED]

platform to fit the unique needs of MISO. Then, seven months were invested in transitioning the OverSEAS software from the Beta version to the Alpha version used now. Thus, the government would incur serious injury, through financial loss and mission essential capability loss, if Navanti is not awarded this sole source bridge task order.

Navanti Group, LLC has been an integral partner in providing technical support for SOCAFRICA and SOCEUR. They have been satisfactorily performing work under the existing



**GSA: Mid-Atlantic Region  
Federal Acquisition Service**

The Government will solicit only Navanti Group, LLC under their GSA Advertising & Integrated Marketing Solutions (AIMS) - Schedule 541 contract to enable the fulfillment of this requirement. No other firm can provide the necessary services at requisite level of expertise within the timeframe required; however, the Government is concurrently seeking a fully competitive award to be in place upon expiration of this temporary bridge task order.

See next page for certifications and approvals.





(c)(2)(ix) Contracting Officer Certification.

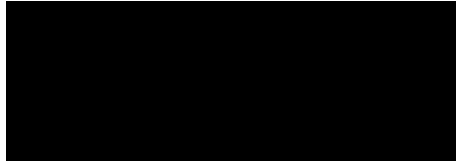
I hereby certify that this justification is accurate and complete to the best of my knowledge and belief.

Contract Specialist  
GSA/FAS



8/21/12  
Date

Contracting Officer  
GSA/FAS

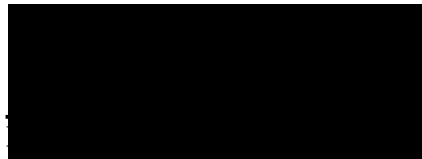


8/21/12  
Date

(c)(2)(x) Technical Certification.

I certify that the supporting data under my cognizance, which are included in this Limited Source Justification, are accurate and complete to the best of my knowledge and belief.

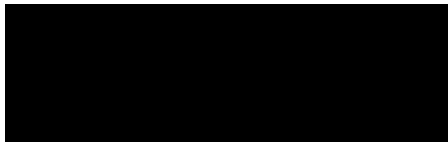
Information Technology  
Manager  
GSA/FAS



27 Aug 2012  
Date

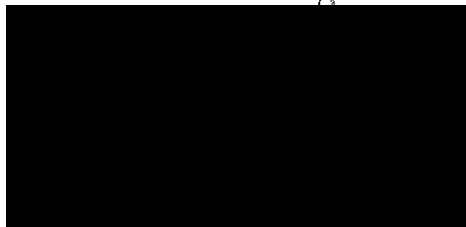
(c) (2) (xi) Approval.

Regional Counsel



8/23/12  
Date

Competition Advocate



8/22/12  
Date

